

Center for Economic Opportunity

Veronica White & Kristin Morse

**ACF / OPRE Welfare Research
and Evaluation Conference**

May 28, 2008



CEO Presentation: Outline

- **Background:** *Veronica White, CEO*
- **Initiatives:** *Kristin Morse, CEO*
- **Evaluation:** *Deborah Rog, Westat*
- **Opportunity NYC:** *James Riccio, MDRC*

New Anti-Poverty Agenda

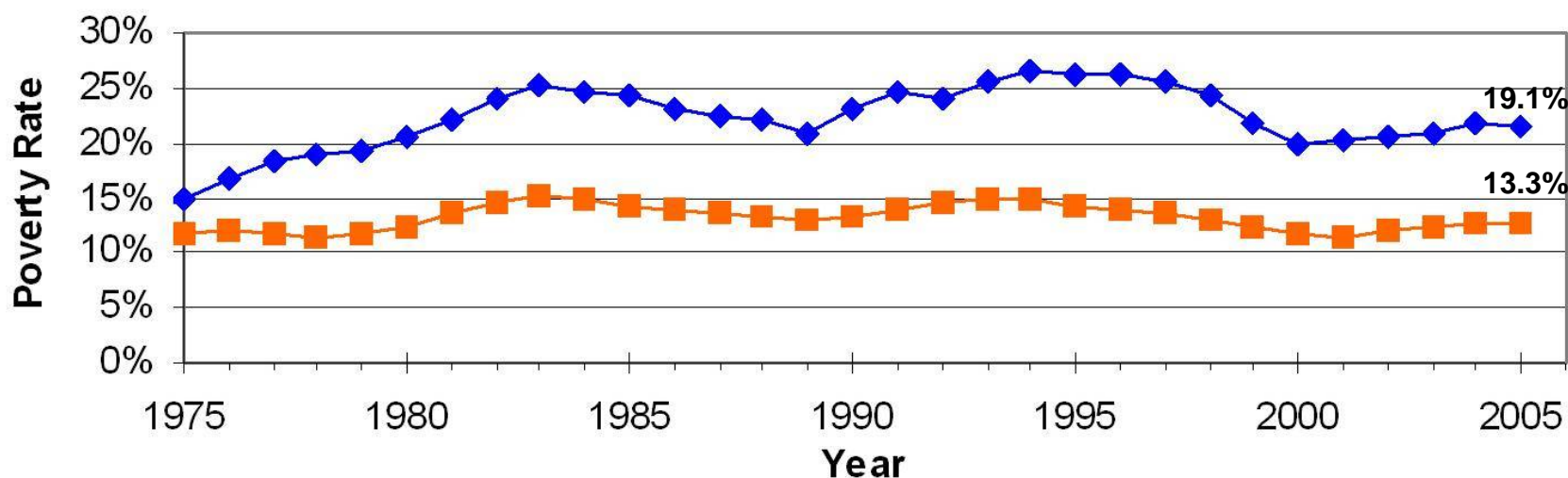
- Mayor Bloomberg established the Center for Economic Opportunity in December 2006 to
 - Implement, monitor, & evaluate the City's ambitious new anti-poverty agenda
- Commission Recommendations
 - CEO programs fulfill all 31 recommendations issued by the Mayor's Poverty Commission
- Innovation Fund
 - \$150 million Innovation Fund supports CEO's efforts to pilot new anti-poverty programs
 - Requires that each program be evaluated



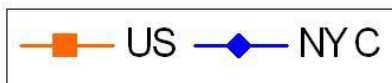
Poverty Commission Findings

19.1% of New Yorkers live in poverty – approximately 1.5 million.
In 2005, the federal poverty level for a family of four was \$19,806.

Poverty Rates Since 1975 United States and New York City*



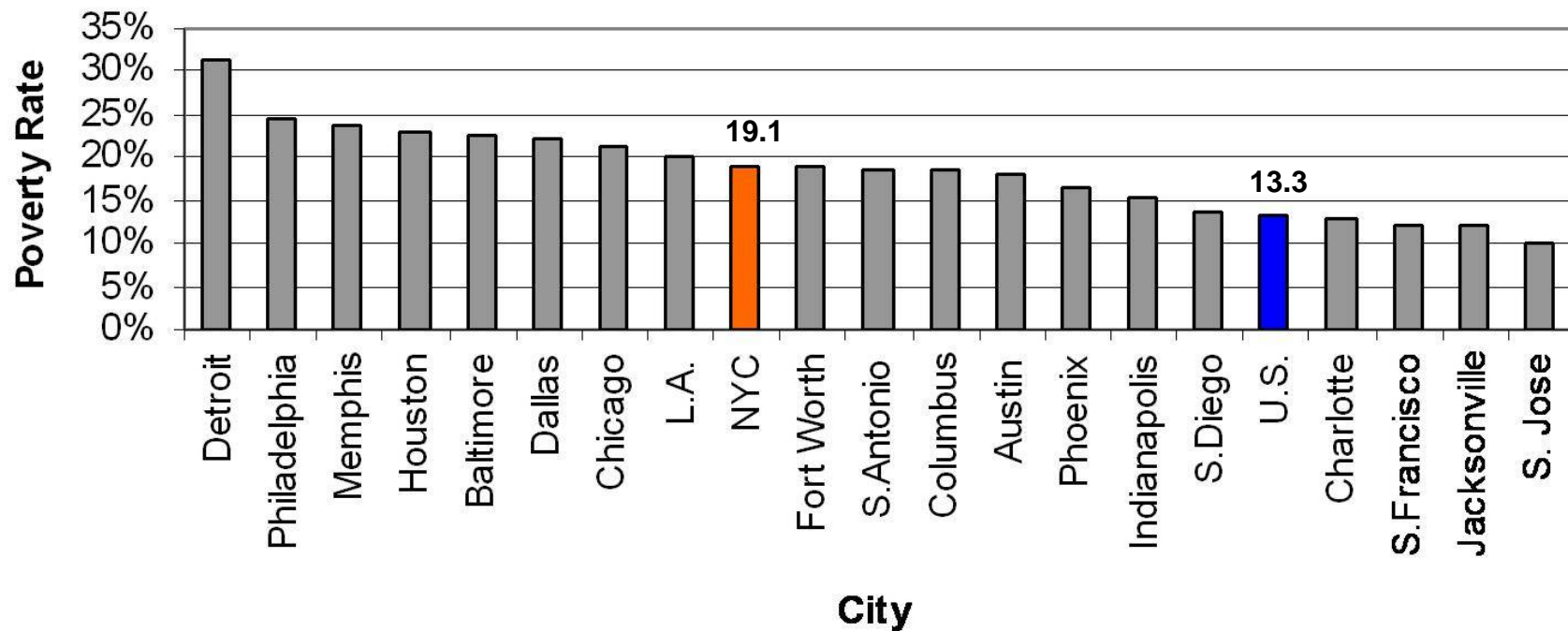
* Based on 2-year moving averages



Source: Community Service Society of New York, CPS Tabulations (New York City) and U.S. Census Bureau, Historical Poverty Data (national).

Findings: Poverty Rates

Poverty Rates of the 20 Largest Cities United States, 2005

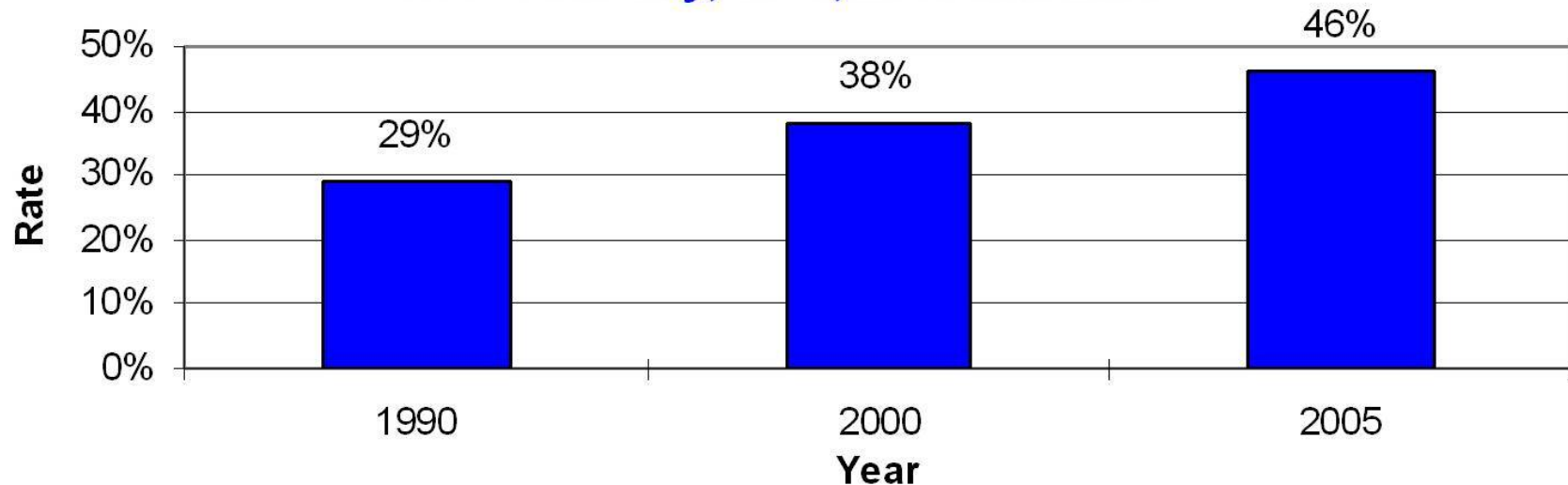


Source: American Community Survey, U.S. Census Bureau, 2005.

Findings: Working Poor

In New York City, there are 350,000 working adults in poverty.

Percent of Families Below Poverty Who are Employed New York City, 1990, 2000 and 2005

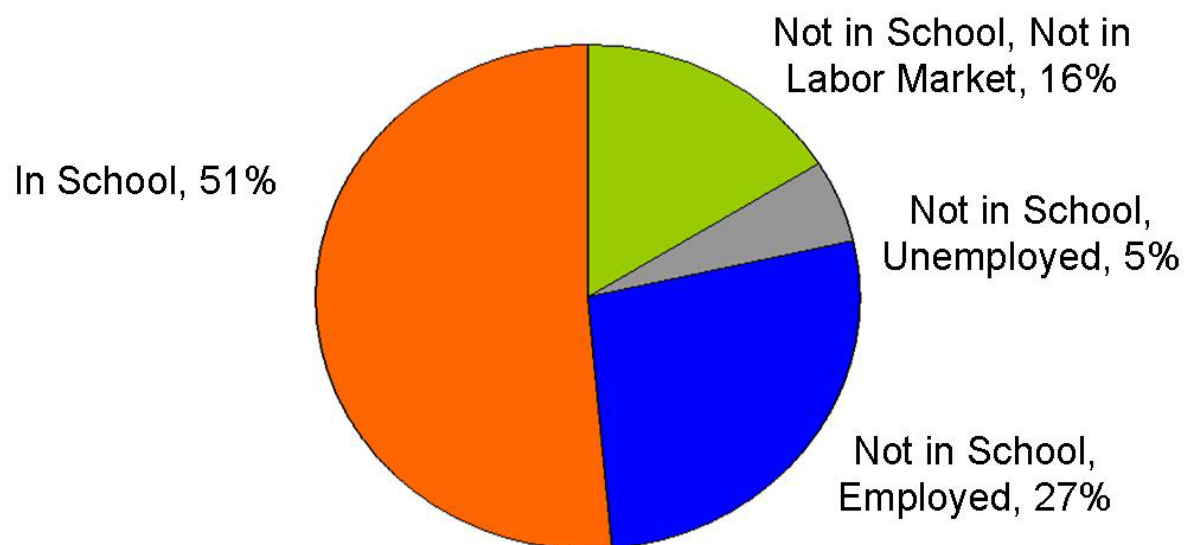


Source: American Community Survey, U.S. Census Bureau, 2005

Findings: Young Adults (16-24)

An estimated 165,000 disconnected youth live in New York City.

School Enrollment and Labor Market Status of Youth New York City, 2002/2003

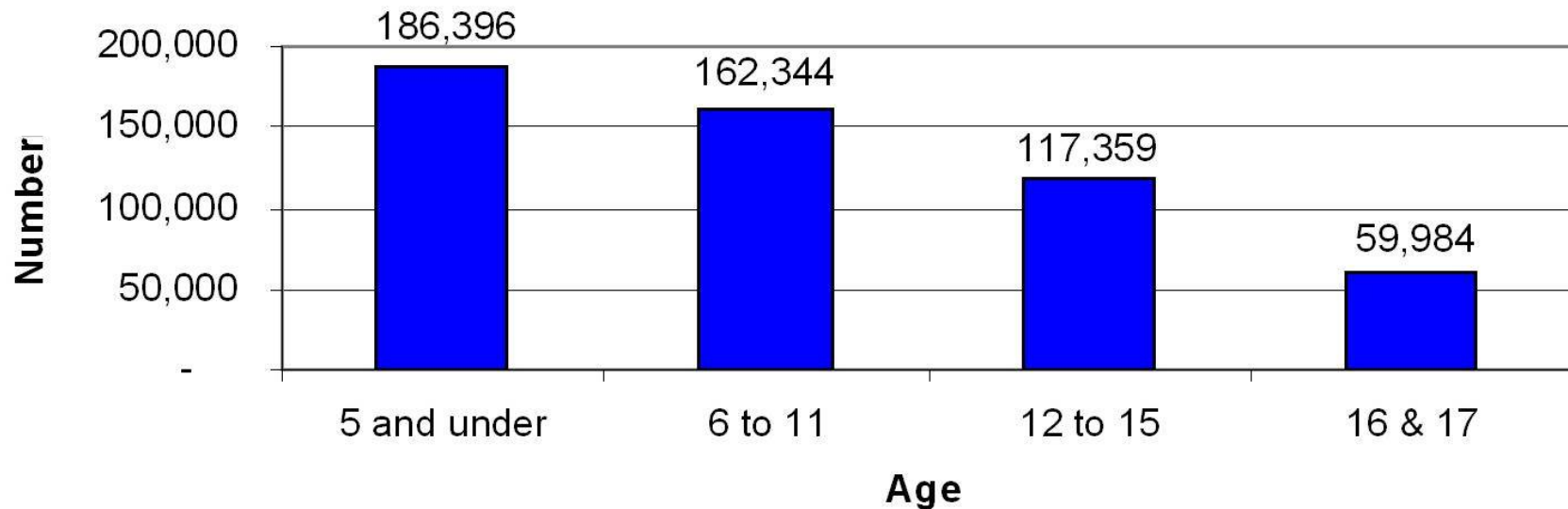


Source: Current Population Survey (CPS), U.S. Census Bureau.

Findings: Children

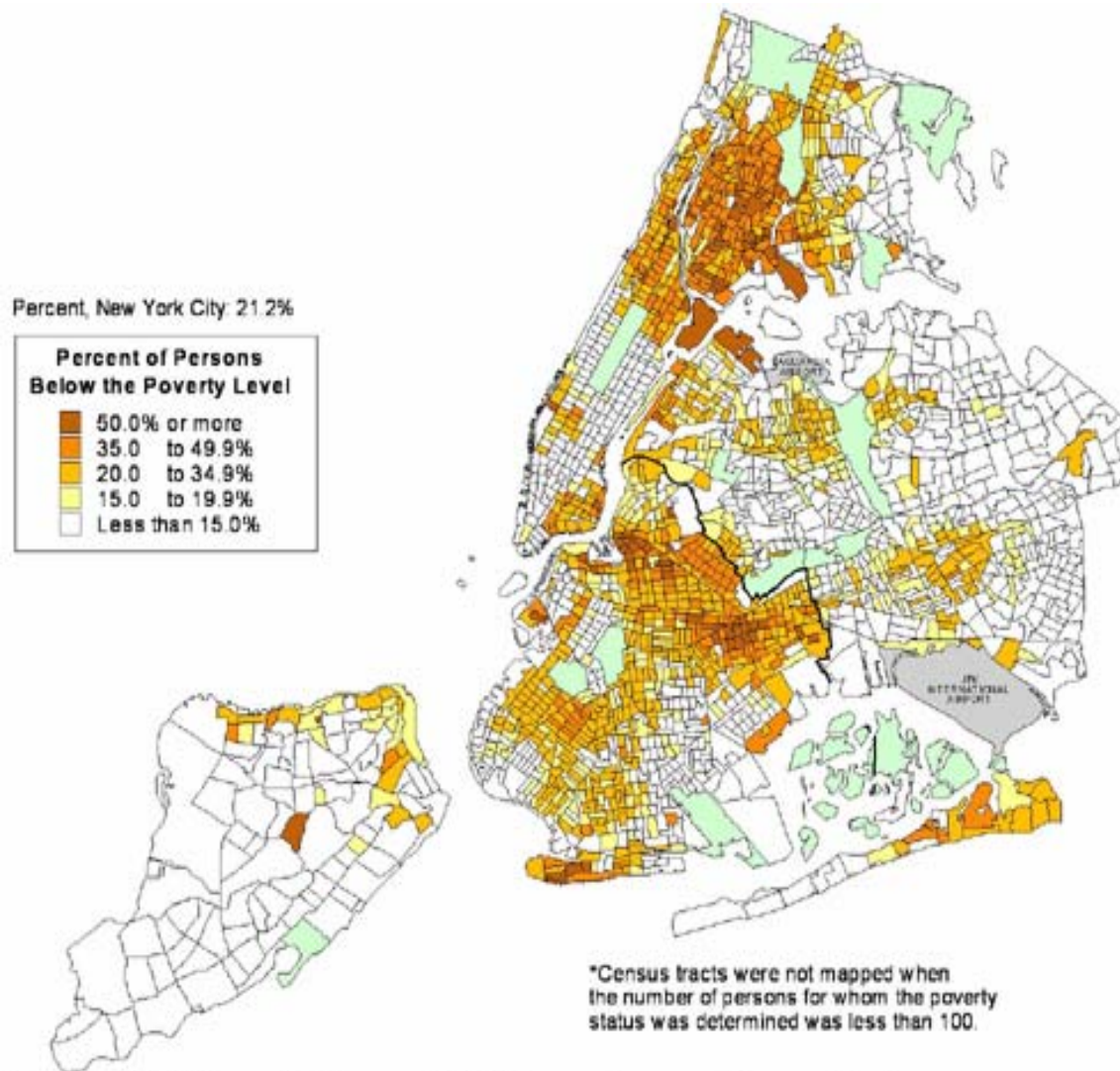
One in three young children in New York City are in poverty.

Number of Children in Poverty by Age New York City, 2005



Source: American Community Survey, U.S. Census Bureau, 2005

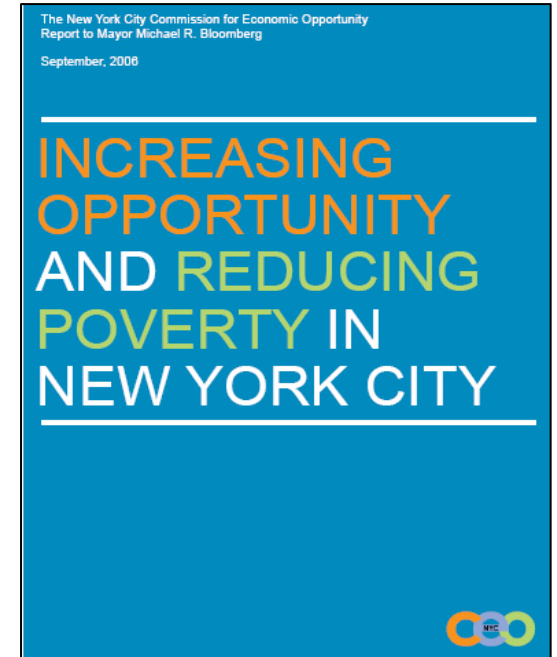
Findings: Concentration of Poverty



Source: 2000 Decennial Census, U.S. Census Bureau. Map provided by the Department of City Planning, City of New York.

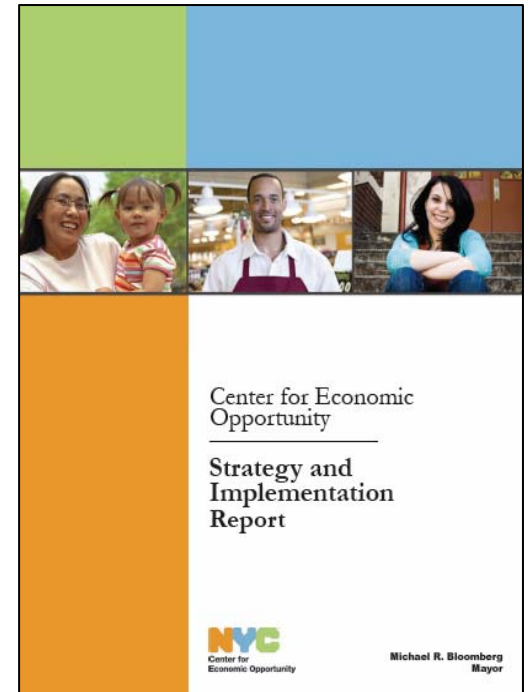
Commission Recommendations

- Target three populations
- Citywide and geographic targeting
- Implement evidence-based and innovative initiatives
 - 31 specific recommendations
- Accountability
 - Rigorously evaluate every initiative
 - Public reporting
- Develop a more nuanced measure of poverty



Center for Economic Opportunity

- Established in the Mayor's Office to implement the Commission's recommendations
- Allocated new resources
 - Annual \$150 million Innovation Fund (including \$25 million private donations for Opportunity NYC)
- Collaborated with 20 city agencies to design and implement initiatives
- Developed system to evaluate all initiatives and ensure accountability



CEO Structure & Initiatives



City Funded Initiatives

(CEO, Westat & Metis)

Working Poor

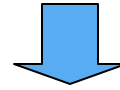
Job Placement/Advancement
Work Supports

Young Adults

Education
Employment
Pregnancy Prevention / Health

Early Childhood

Child Care Resources
Education



Opportunity NYC

(CEO, MDRC & Seedco)

Family Rewards

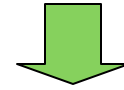
Education Incentives
Health Incentives
Work Incentives

Work Rewards (Adults)

Employment Incentives
Training Incentives

Spark (Children)

Education



Poverty Research

(CEO Staff)

Poverty Measure

Local poverty measure

Research

CEO Populations
Policy Proposals



Center for
Economic Opportunity

CEO Initiatives, by Population

WORKING POOR

Opportunity NYC: Family Rewards
Opportunity NYC: Work Rewards
Office of Financial Empowerment
ACCESS NYC
Increase EITC Receipt
311 Health and Human Services Language Access Outreach and Marketing Campaign
Nursing Career Ladders:
-Licensed Practical Nurse program
-Registered Nurse program
Employer Outreach Initiative
Non-Custodial Parents Initiatives
Living Wage
Security Contracts
Language Access
Customized Training Funds
Career Advancement Program
Retention and Advancement Center
Community Based Organization Outreach
Food Stamp Employment & Training
Training Provider Directory
Sector-Based Career Center
Employment Works

YOUNG ADULTS

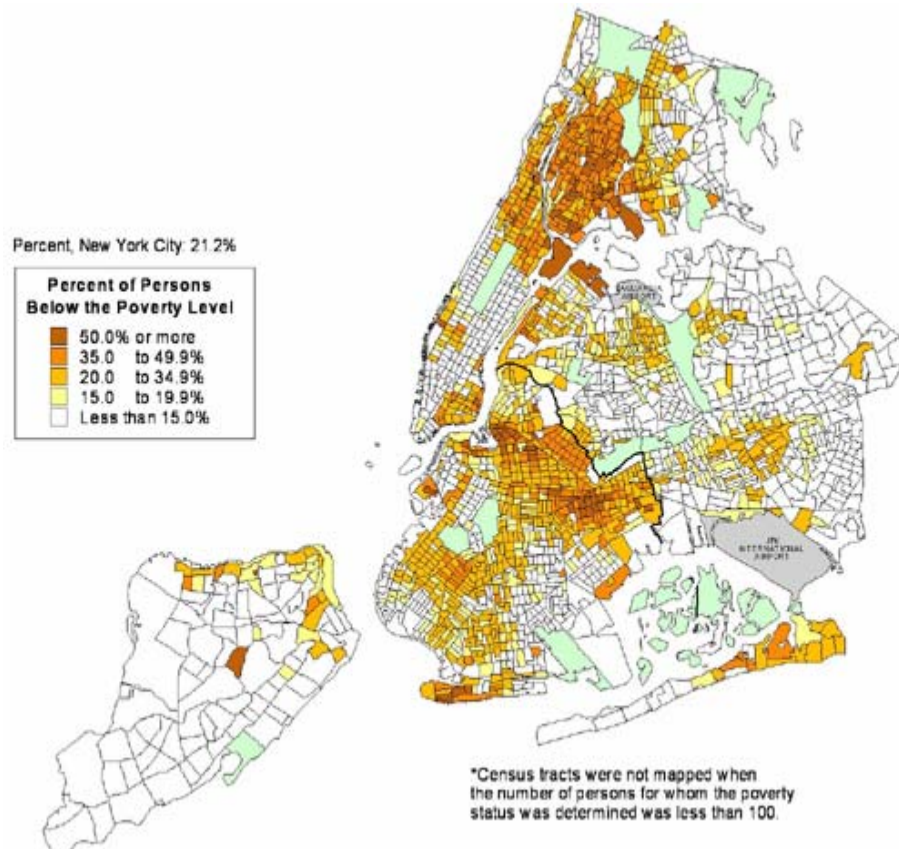
Youth Financial Empowerment
Expansion of CUNY Prep program
CUNY ASAP
NYC Justice Corps
Life Transitions
Expansion of Educational Opportunities on Rikers Island
Model Education for Rikers Dischargees:
-Literacy
-Mentoring
-GED/College
Expansion of Multiple Pathways to Graduation
School-Based Health Clinics
Teen ACTION
Young Adult Internship Program
Model Literacy Programs for Young Adults
New Employment Programs for Young Adults

CHILDREN

Early Childhood Policy and Planning
Food Policy
Expansion of the Nurse-Family Partnership
Opportunity NYC: Spark
Child Care Tax Credit

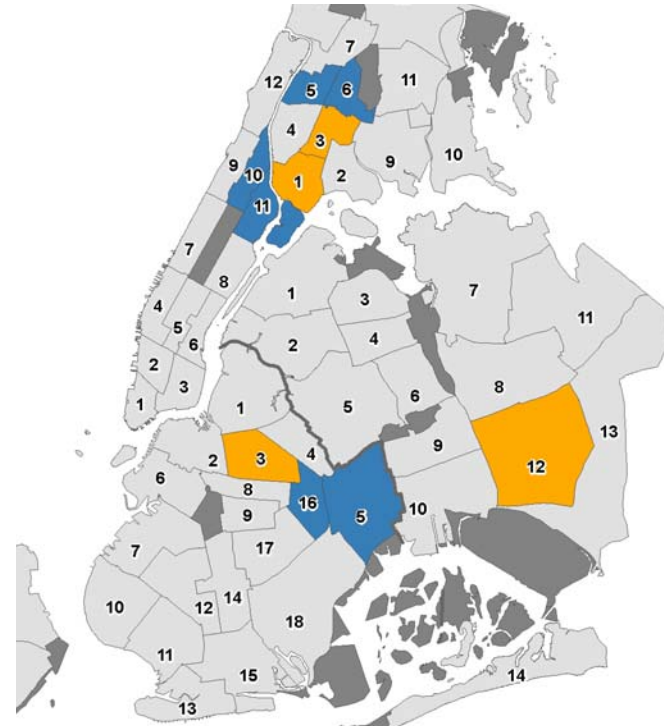
Geographic Targeting

Poverty in NYC



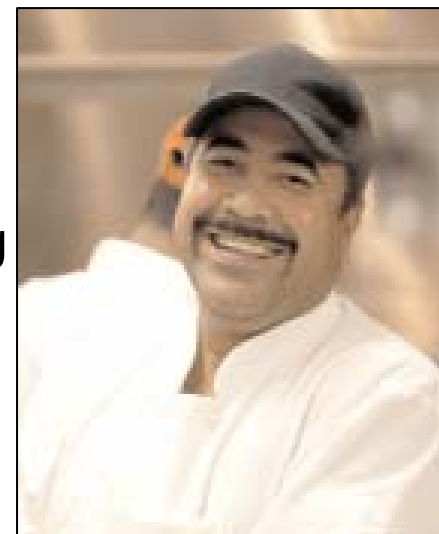
Source: 2000 Decennial Census, U.S. Census Bureau. Map provided by the Department of City Planning, City of New York.

CEO Program Concentration



Implementation: Working Poor

- **Workforce Development**
 - Community outreach
 - Sector-based career centers
 - Funds to businesses for customized employee training
 - Work advancement
 - Healthcare career ladders
- **Financial Literacy & Asset Building**
 - New Office of Financial Empowerment
- **Access to Work Supports**
 - City's on-line benefits screening tool (ACCESS NYC)
 - EITC receipt: sent pre-populated EITC forms to un-filed households
 - Bloomberg Administration's federal EITC proposal



Implementation: Young Adults

- Education

- Expanded Multiple Pathways to Graduation programs
- Expanded model GED-to-college program
- Established program to help community college students graduate within 3 years



- Employment

- Paid internship and job/education placement program for disconnected youth

- High-Risk Youth

- Court involved youth
 - Expanded Rikers Island education programs
 - Developed new literacy, mentoring, and GED/college programs
 - NYC Justice Corps
- IDAs for youth aging out of foster care
- 60 service learning programs throughout New York City

Implementation: Young Children

- **Child Care Tax Credit**
 - New local Child Care Tax Credit expected to serve 49,000 families
- **Nurse-Family Partnership**
 - Model nurse home-visiting program for first-time mothers that improves maternal and child health, as well as social and educational outcomes
- **Policy & Coordination Efforts**
 - Early childhood policy and planning
 - Nutrition and access to healthy foods



Poverty Research

CEO's poverty research team is developing a new measure of poverty that more fully reflects low-income living conditions.

- **Current Measure**

- Established in mid-1960s at three times the cost of the USDA's "Economy Food Plan"
- Common threshold across the U.S.; adjusted annually by CPI

- **Research**

- Meeting with poverty experts from across the country
- Efforts based on National Academy of Sciences' recommendations

- **Goals**

- Provide a better measure of resources
- Reflect regional differences in the cost of living
- Take account of the long-term rise in living standards

Evaluation

- In-house Team
 - Monitoring programs and working with agencies to use performance data to improve services and outcomes (ongoing)
- CEO Programs
 - To be conducted by Westat and Metis Associates (3 years)
 - Implementation evaluation
 - Outcome evaluation
 - Cost-benefit evaluation
- Opportunity NYC
 - Random assignment evaluation to be conducted by MDRC (5 years)

CEO Timeline

- Planning (2006)
 - Mayor Bloomberg announces focus on poverty in State of the City address
 - Poverty Commission deliberates and delivers report to Mayor
 - Mayor establishes CEO, the Innovation Fund, and launches first initiative
- Design & Implementation (2007)
 - CEO launches 30 initiatives based on Commission's recommendations and hires nationally recognized firms to evaluate initiatives
 - CEO launched Opportunity NYC, the nation's first CCT program
 - CEO commenced effort to develop a better measure of poverty
- Implementation & Early Outcomes (2008)
 - CEO launches additional poverty-reduction initiatives
 - Planned: CEO releases new measure of poverty for New York City
 - Planned: CEO makes first program continuation and termination decisions
- Implementation & Outcomes (2009+)
 - Planned: Evaluation results and reallocation of resources
 - Planned: Local and national replication